

Innoflo Key Messaging Guide

This document provides clear and concise messaging to help you confidently articulate what Innoflo does, our unique value proposition, and the impact. Designed to ensure consistency in communication, it equips you with the right language to represent the brand effectively in conversations with customers, partners, and stakeholders.



HOW TO TALK ABOUT THE REBRAND TO INNOFLO?

I wanted to take a quick moment to let you know that we're changing our name from Fireball to Innoflo. We've come a long way as a company, and we wanted to mark our evolution with a new name that better reflects who we are today and where we're heading. We're excited about our growth and look forward to new and innovative ways to help you achieve your goals and provide the outstanding customer service you've come to expect. We know you rely on us for fluid equipment and management solutions, and we're excited to continue to raise the bar of excellence for you, and for all our employees, under our new brand. I'd be happy to answer any questions you have!

WHAT DOES INNOFLO DO?

Innoflo is the single-source solution for fuel and lube management systems across Canada, no matter the scale or complexity of the project. From design and engineering to installation and service, Innoflo leverages decades of niche industry expertise and meaningful relationships to deliver a highly supportive employee and client experience.

WHAT DOES INNOFLO'S INDUSTRIAL DIVISION DO?

Our specialized expertise in industrial scale hydrocarbon systems, combined with advanced engineering and regulatory knowledge, ensures your operation is safer, more efficient, and resilient. Our data-driven solutions not only maximize uptime, but they also reduce waste, empowering you to achieve growth and sustainability goals that support all your stakeholders—from your team and customers to your communities and the planet.

WHAT DOES INNOFLO'S COMMERCIAL DIVISION DO?

Our technical experts enable vehicle maintenance and service facilities to achieve the highest standards of operational performance while meeting critical milestones throughout the project. Combined with our expertly managed installations and proactive support we offer a nationwide, one-stop solution for fluid management that you can rely on.

EMOTIONAL BENEFITS FOR CUSTOMERS WHEN THEY WORK WITH INNOFLO

Innoflo leaves you feeling confident. We can handle complexity and scale.

We simplify even the most complex systems, breaking them down so customers clearly understand their impact and functionality. With a trusted team of fluid management experts, you can focus on your business priorities, knowing we have the technical challenges covered.

- Decades of experience in fuel and lubrication handling means our solutions are tested and proven.
- Fireball attracts and supports smart, innovative people who take pride in getting the job done right the first time.

Innoflo supports you with meaningful relationships from the field to the boardroom.

Earning and keeping your trust is our top priority. If something goes wrong, we own it and make it right because we care about your long-term success. Our team is there at every stage, providing hands-on assistance, training, and insights to ensure you feel supported, no matter the challenge.

- A unified team of 100+ skilled professionals that collaborates across design, installation and service means a more streamlined and effective customer experience.
- Our internal systems and communication ensure alignment across all departments, fostering efficiency and consistency.

Innoflo empowers you with insights to help inform your decisions.

You benefit from the assurance that with our combined expertise and advanced equipment and technology, we will provide solutions—even for challenges beyond our initial scope. Our innovative, data-driven insights empower you to make informed decisions that optimize performance, reduce waste, and align with sustainability goals.

- Innoflo has installed and helps manage 1 billion liters (about 264 million gallons) of fuel annually for Canada's largest oil sands operations with its advanced technology and innovative system designs.
- Our values-driven culture and diverse expertise enable us to tackle ambitious projects working as one team while empowering individual contributions.

FUNCTIONAL BENEFITS FOR CUSTOMERS WHEN THEY WORK WITH INNOFLO

Innoflo has decades of niche expertise and applied know-how.

For high-stakes or complex multi-site projects, our expertise and scale mean we deliver exceptional results, every time. Our combination of advanced technical skills and industry knowledge ensures tailored solutions for your specific requirements. With experience across various project types, we design systems that optimize performance and meet critical milestones, even under the most challenging conditions.

- Innoflo is trusted by some of the heaviest fuel consumers in Canada from oil sands and mine sites to national automotive and heavy equipment dealers—our broad experience covers every

kind of fuel and lubricating operation including commercial agriculture and processing plants.

- Comprehensive training and mentorship from our most experienced leaders ensure all our team members are confident and knowledgeable in their roles.

Innoflo is the only integrated end-to-end fuel equipment and management partner.

Our integrated solutions eliminate gaps in service, providing continuity and reliability across the lifecycle of your system. We take care of everything—from concept and design through to maintenance and support—so your experience is seamless. With a comprehensive approach, we plan projects that align milestones to your objectives, ensuring efficiency at every stage.

- From our advanced engineering teams to our lasting vendor partnerships, we have access to innovative products and designs enhancing our ability to install and service your systems with superior results.
- We value and invest in our team by tailoring opportunities—from cross-training, upskilling, and stretch assignments—to support individual growth and success.

Innoflo's innovation and performance helps you meet progressive goals.

We provide solutions that meet the triple bottom line, driving value for your team, community, and stakeholders. Our innovative technologies and creative problem solving enable customers to maximize operational efficiency while minimizing environmental impact. By staying ahead of regulatory standards and embedding advanced engineering into our processes, we help customers reduce risk and achieve compliance effortlessly.

- 1000's of fuel management system designs and advanced engineering proficiency ready to be applied to your project.
- “Nothing is impossible” is a core belief that drives our entrepreneurial approach to problem-solving and growth.